



Properties list:

end-user packaging
single product
new product
confectionery and sweetness
chocolate
additional structural elements
folding carton
fabrics
cardboard and paper
contemporary
identity by colour
identity by textures and patterns

In order to create a signature packaging system for Target's private label premium chocolate line, Choxie, we developed a signature line look based on the proprietary "OX" in the existing logotype. The patterning underscores the playful brand look through colors and repeat pattern that was translated to Valentines Day and Winter Holiday signature boxes. Photography emphasizes the richness of the product and unique shape and color of the chocolates.

Reference:

Credits:

Country: United States of America

User: Target

Producer: Burgopak

Other images:

